C. D. Wetherell

ESTABLISHED 1878.

# MONARCH

TRADE MARK.

# MIXED PAINT.

ENTIRELY FREE

FROM

ADULTERATION.

SENOUR MANUFACTURING CO.

2516, 2518, 2520 & 2522 Quarry St.

CHICAGO.

**WE control the sale of this brand by giving the exclusive agency to one dealer in a city.**

**Should we not have a customer in your place, ask some paint dealer to order for you, and we will ship quantity desired.**

SUPPLEMENT TO OUR REGULAR

# MONARCH COLOR CARD

**Of Forty-Eight Shades.**

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*This Card Represents twelve of the most popular House Colors taken from our Regular Monarch Card. Also four trimming colors for Window Blinds, Sash and Doors.*

*It is specially designed for dealers who do not care to carry a large line of colors.*

*In fact the shades are our best sellers, and represent the staple colors for House Painting.*

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# SUBJECT TO ANALYSIS.

IF our brand, "THE MONARCH MIXED PAINT," does not prove as represented in the following guarantee, we will pay for the analysis and credit the purchaser with the difference between the cost of the adulterated article and the pure paint that it is represented to be.

Pure Lead, Zinc and Linseed Oil Paint can not be made and sold for less than our prices with a living profit to the manufacturer. *If you are offered at less money, demand a written guarantee that they do not contain Whiting, Barytes, Water, Benzine or adulteration,* subject to chemical analysis. Any manufacturer will be glad to give such a guarantee if their goods will bear them up.

MIXED PAINTS HAVE COME TO STAY; the demand is for better quality. No first-class dealer can afford to introduce an adulterated brand. If making a change be sure this time you get a PURE PAINT.

OFFICE OF

# G. A. Mariner & Co.,

Analytical Chemists and Assayers.

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CHICAGO, APRIL 15th, 1887.

GENTLEMEN :

We have completed the analysis of the sample of Mixed Paint sent us, contained in an unopened can, branded "MONARCH MIXED PAINT," "Light Blue Grey, No. 500," "Senour Manufacturing Co." and find the pigment to consist of:

| | |
|---|---|
| Oxide of Zinc, . . | 70.16 per cent. |
| White Lead, . . . | 23.97 " |
| Pigment, (for color) . | 5.90 " |
| | 100.00 |

We also find this Paint entirely free from Barytes, Whiting, Benzine or Water as an adulteration.

Respectfully,

G. A. MARINER & CO.

The above analysis is made from one of our light shades. All our tints are made from the same base, the formula varying only in proportion to the coloring matter necessary to produce the tint or shade.

FAC SIMILE OF LABEL.

# We Guarantee

Our MONARCH MIXED PAINTS to be made from pure Carbonate of Lead, pure Oxide of Zinc, with coloring matter in proportionate quantities necessary to make their respective shades and tints with pure Linseed Oil, Dryer and Turpentine for thinning, and to be entirely free from Water, Benzine, Barytes, Whiting and adulteration.

SENOUR MANUFACTURING CO.

# PLAIN * FACTS.

WHITE LEAD has the greatest BODY or SPREADING CAPACITY of all white pigments, but if used alone will powder and chalk off after exposure a short time. This defect can be remedied by the use of Oxide of Zinc, which is the most elastic and durable of white pigments. Therefore, by a combination of the two best pigments we secure the best qualities of each and counteract the defects of each, the Lead imparting the BODY, or covering capacity, and the Zinc giving the ELASTICITY and DURABILITY. Linseed Oil is conceded by all as the best wood preservative, and the best bond for holding the pigments to the wood. Our Monarch Mixed Paints are made with the best White Lead and Zinc for the base of the pigment, ground in and thinned with perfectly pure Linseed Oil with Turpentine and Turpentine Dryer sufficient for their requirements, tinted with the best and most permanent colors attainable, and guaranteed to be entirely free from benzine, water and barytes, whiting and adulteration.

# THIS PAINT HAS A LEAD BASE.

It will stand BRUSHING OUT to a very thin coating and still show a very good body. The thinner the Paint the better the job, as it is not so liable to peel and blister as a thick coat.

## TWO GALLONS OF THE

# MONARCH PAINT

Will cover as much surface as THREE GALLONS of the many light-weight Chemical, Water and Benzine Paints, now so plentiful on the market.

# A FAIR PROPOSITION.

IF you intend painting your house, you are certainly enough interested to make a practical test of the Paint beforehand. The trouble will be fully compensated for by the satisfaction of knowing you selected a good paint.

If you will buy a quart can of the Monarch Paint, and the same quantity of any other brand you may think favorably of, selecting about the same color in both brands, take them home and paint a few feet on the side of your house. By measuring the quantity used you can readily see which paint has the best body, which will spread the smoothest and appear the best. This will enable you to decide from a practical point. The experiment on the house won't hurt it, as you intend painting it over again anyway. After this trial, if you do not decide in favor of the Monarch Paint, our agent will refund the money paid for the quart can for experimenting, and we will credit same to him.

# *Not a Patent or Chemical Paint.*

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***NO WATER.***

***NO BARYTES.***

***NO BENZINE.***

***NO WHITING.***

***NO ADULTERATION.***

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It is made with White Lead, Zinc and pure Linseed Oil, and is therefore a ***BODY PAINT,*** and requires to be rubbed out like Lead and Oil. ONE BRUSHFUL will go as far, or farther, than two of other brands of Mixed Paints.

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AVERAGE WEIGHT:

**14 POUNDS TO THE GALLON.**

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**1 GALLON WILL COVER 275 FT.—TWO COATS.**

# Cheap Paints Cost the Most Money!

AS the labor is two-thirds the cost of a job of Painting, what economy is there in saving 25 or 50 cents per gallon on a few gallons of Paint, where by so doing you are not only running the risk of a poor wearing job, but deceiving yourself, as the adulteration in Paint is an actual cheat.

If a gallon of Paint is adulterated one-quarter, it will cover just one-quarter less surface than one gallon of pure paint. If adulterated one-half it will take two gallons to do the same amount of painting, that one gallon Monarch Paint will do.

If Paint is adulterated at all, there is no telling whether much or little. Every practical dealer knows this, and when paint is offered to him as the best, at less money than pure paint can be produced at, he knows he is being deceived, but has no means of knowing how much; as the cheapest he can buy is as liable to be as good as a brand offered at a few cents advance. To avoid being deceived make purity your standard, and demand a written guarantee that the Paint does not contain barytes, whiting, water or adulteration.

SEVERAL years ago we concluded that the prejudice against Mixed Paints was wholly on account of the majority of the brands on the market being composed of water, benzine and alkali, and not worthy of the name of Paint.

We concluded that the painters and the people generally would appreciate a good, honest article, made with pure Linseed Oil, White Lead and Zinc, and put the Monarch Brand on the market as such. The first three months demonstrated the fact that we were on the right track, and there has been no time since in busy seasons but that we have been behind orders. So great has been the demand that we have built and equipped, with the best and most modern mills and machinery, one of the largest and best Paint factories in the United States. No expense or pains were spared in making it complete in every department, which enables us to mix our Paints with the greatest uniformity, and grind them to the finest degree, which fact will be appreciated by practical painters. With years of practical experience and a perfect system of testing the merits of all ingredients we will always have our Paint uniform, and to be perfectly relied upon.

| 505<br>Pearl Gray. | 504<br>Light Drab. | 501<br>Cream. | 506<br>Light Stone. |
|---|---|---|---|
| 573<br>Yellow Brown. | 511<br>Light Buff. | 568<br>Indian Red. | 502<br>Light Olive. |
| 500<br>Light Blue Gray. | 517<br>Olive | 544<br>Olive Gray. | 518<br>Yellow Stone. |

## For Sash, Door and Window Blinds.

| 525*<br>Scarlet. | 528*<br>Bottle Green. | 526*<br>Tuscan Red. | 527*<br>Brazil Green. |
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Colors marked * are higher price than white or ordinary colors.

HULL & SMITH,
DEALERS IN
Paints, Drugs and Oils.

PROPHETSTOWN, ILL., Nov. 7, 1887.

SENOUR MFG. CO., *Chicago, Ill.*

*Dear Sirs:* Please send as soon as possible as weather is fine and painter waiting, so please forward, without one minute delay, the following:

Two 5 Gall. 518.
3 " 515.
4 " 535.
1 " 535, in quarts.
2 " Inside White, in quarts.
2 " Inside White, in half gallons.

Yours truly, HULL & SMITH.

Have just finished painting with 518, and it looks splendid and no mistake; never saw paint go so far. Can use so much oil. Am more than pleased with it. We have a model house to show up now. Please forward without delay, and oblige.

Yours, H. C. HULL.

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H. J. ANDERSON,
DEALER IN
Lumber and Paints.

SPRING VALLEY, MINN., July 4, 1888.

*Gentlemen:* We have handled your Monarch Paints for the last five years. Parties who used it the first year are still using it for painting such buildings as they have to paint, and our old customers are the best for they will have no other.

Respectfully, H. J. ANDERSON.

A. A. PARDEE,
Wholesale and Retail Druggist,
Paints and Oils.

MADISON, WIS., June 29th, 1888.

*Gentlemen:* Having handled your brand of Monarch Mixed Paint for the past four or five years, I must cheerfully say that it has in every instance, to my knowledge, given perfect satisfaction.

Yours very respectfully,

A. A. PARDEE.

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CHARLES HALL,
DEALER IN
Hardware, Stoves and Farming Implements.

OCONTO, WIS., June 30th, 1888.

*Gentlemen:* In reply to your inquiry as to the quality of Monarch Paint, will say that we have not had one single complaint in the past five years that I have handled it, and has given perfect satisfaction in all cases.

Yours truly,

CHAS. HALL.

C. H. WARN,

DEALER IN

Lumber, Paints and Building Materials.

CHARLES CITY, IA., July 9th, 1888.

*Gentlemen:* Yours of 27th at hand, and would say in reply, I have handled your Monarch Paint for four years and it gives the very best of satisfaction in every respect. Yours truly,

C. H. WARN.

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L. M. NASH & CO.,

DEALERS IN

Shelf and Heavy Hardware, Paints and Oils.

CENTRALIA, WIS., June 28, 1888.

*Gentlemen:* We have been dealing in Mixed Paints, for over ten years; five of which we have sold the Monarch in connection with other leading Paints, and find from the increase in demand and satisfaction to those who have used it, as well as our own experience, that we have in the Monarch one of the best and most satisfactory Paints in the market. In every case it covers more surface than what your circulars call for.

Yours respectfully, L. M. NASH & CO.

J. M. SMITH,
DEALER IN
Hardware and Paints.

PLATTEVILLE, WIS., July 2d, 1888.

*Gentlemen:* I have sold the Monarch Mixed Paint for a number of years, and it has given perfect satisfaction. I can recommend it to any one wanting the best Mixed Paints in the market. It never peels or chalks off.

Yours truly,

J. M. SMITH.

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BAILEY & WATKINS,
DEALERS IN
Shelf and Heavy Hardware and Paints.

JANESVILLE, MINN., June 29th, 1888.

*Gentlemen*: Having sold the Monarch Mixed Paint the past five years, we take pleasure in stating that we consider it the best Mixed Paint on the market. In every instance, (where sold by us) it has given entire satisfaction. Our trade is steadily increasing. We can honestly recommend the Monarch Paint to the public as No. 1 goods.

Very respectfully,

BAILEY & WATKINS.

# Directions.

*Use from one to two quarts of Boiled Oil to a gallon of Paint for Priming Coat, the more Oil the better.*

*If the house has been previously painted, scrape all the loose paint off before first coat.*

*If new wood, see that it is perfectly dry and all sappy parts or knots are covered with Shellac. Do not paint after a rain until the wood has thoroughly dried. Several days should intervene between first and second coats.*

*Brush the Paint as far as it will go, the thinner the Paint the better the job, as it will wear longer and better. Do not put it on thick.*

## A RULE TO

# Estimate the Amount Required.

It is impossible to make and exact rule for amount of Paint required in painting a House, because the surfaces and conditions are so different, but we can safely figure on one gallon ***Monarch Paint*** covering, on an average surface, 275 square feet, two coats. In some instances it will cover 300 square feet or more. To ascertain ***the amount of Paint required,*** add the number of feet front and rear to the number in length of both sides, multiply this by the average height, dividing by 275 (as one gallon will cover 275 square feet—***two coats,***) will give the required amount in gallons.

| | | |
|---|---|---|
| **Example:** | **Front,** | **25 feet.** |
| | **Rear,** | **25 "** |
| | **Side,** | **30 "** |
| | **"** | **30 "** |
| | | **110** |
| | **Height,** | **20** |
| **Divide by 275)** | | **2200** |

**8 galls. for 2 Coats.**

☞One gallon of Lead and Oil Paint mixed in the old way, or ordinary Mixed Paint, will cover 150 square feet with two coats, while MONARCH Paint will cover 275 feet, and wear three or four times as long, besides having a finer finish.